



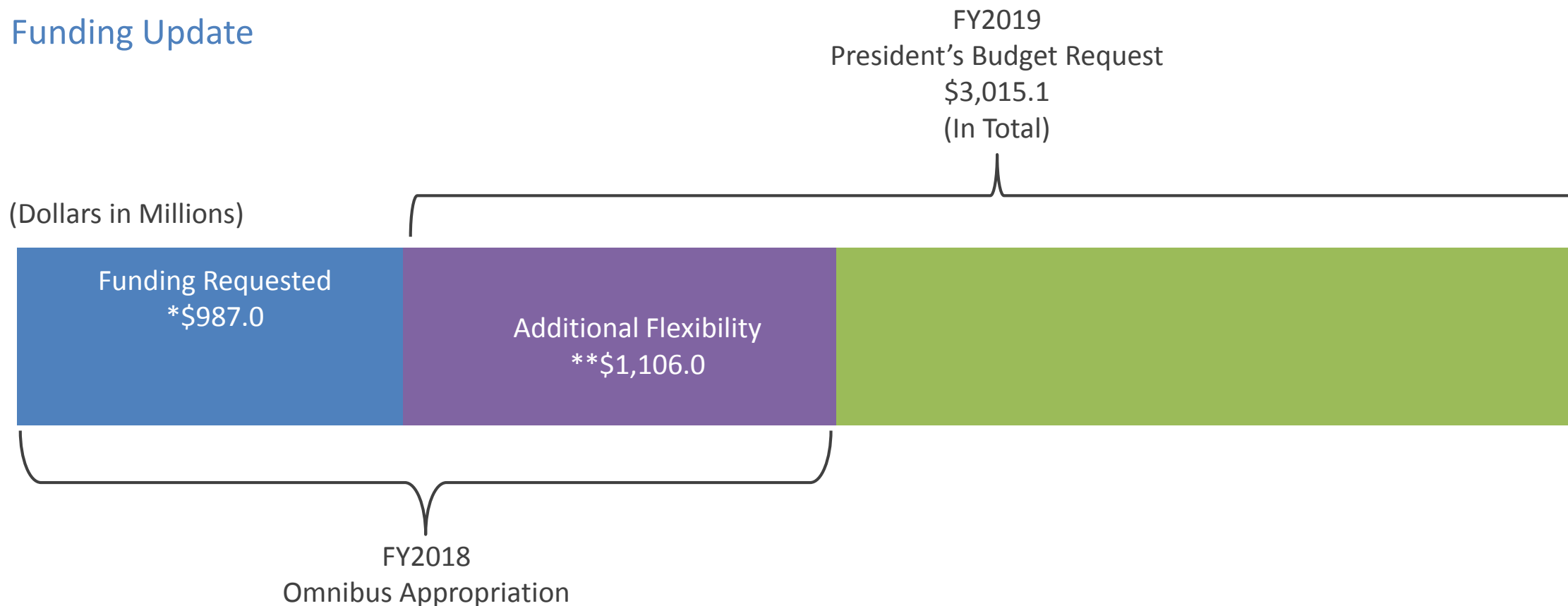
Update on the 2020 Census

Committee on Applied Demography Annual Breakfast  
Population Association of America 2018

April 27, 2018

Albert E. Fontenot, Jr.  
Associate Director, Decennial Census Programs

# The 2020 Census Funding Update

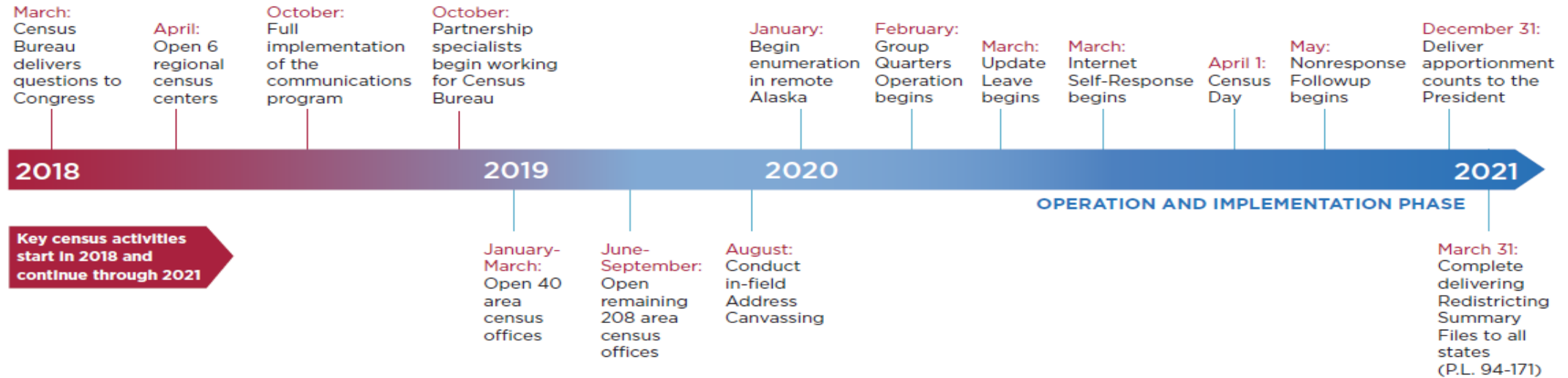


\*Adjustment to FY 2018 President's Budget Request, as referenced publicly in the testimony by Secretary of Commerce to the House Committee on Oversight and Government Affairs on October 13.

\*\* Funding reflects total allocated to the 2020 Census in the Omnibus Appropriation for FY 2018, as enacted on March 23, 2018 (H.R. 1625). In addition to the funding requested for FY 2018, the appropriation included \$50 million for Secretarial Controlled contingency, and approximately \$1.056 billion representing a portion of the FY 2019 budget request for the 2020 Census to, according to the Omnibus report, ensure that Census has the necessary resources to immediately address any issues discovered during the 2018 End-to-End Test, and to provide a smoother transition between fiscal year 2018 and fiscal year 2019.

# The 2020 Census

## Where Are We Now

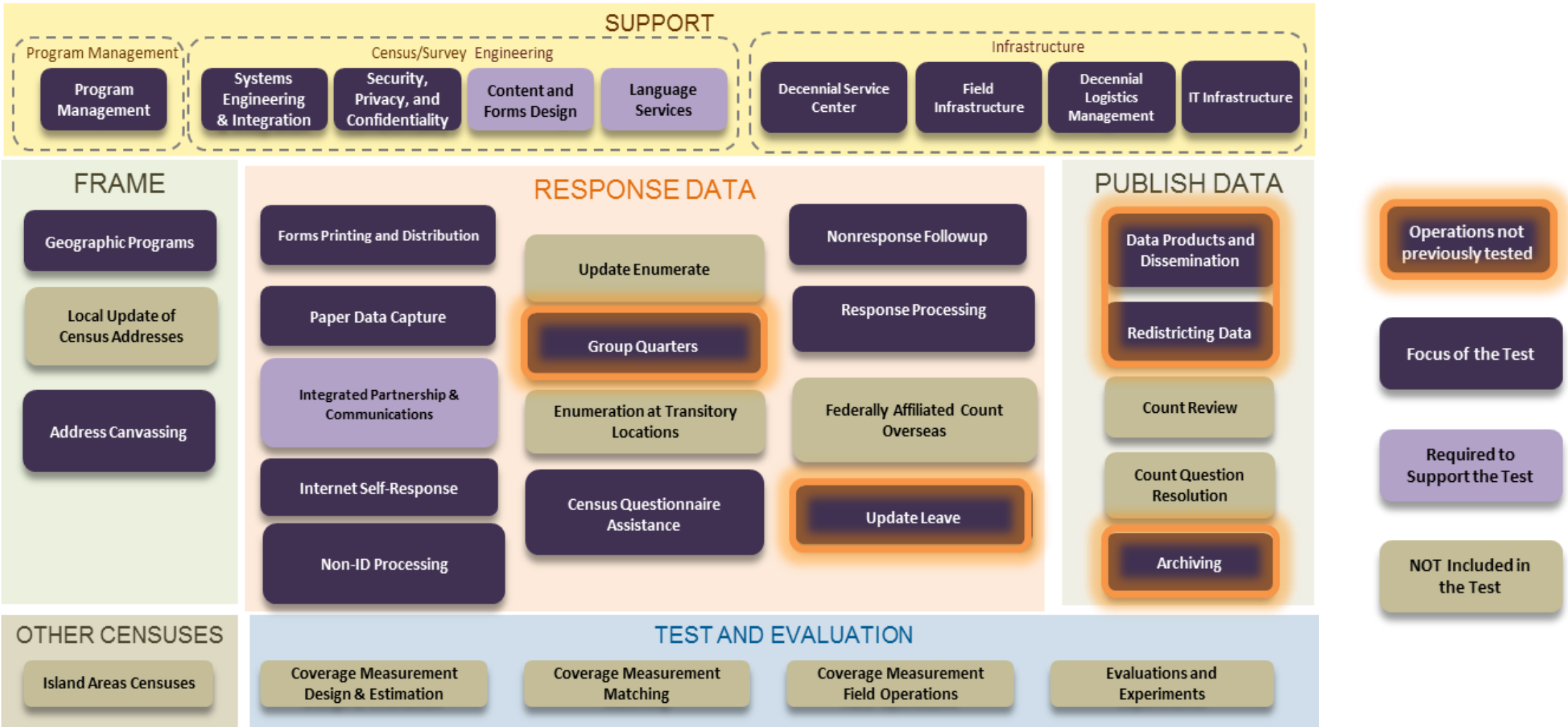


### Key Activities:

- **Delivery of Questions to Congress:** The Census Bureau delivered the questions on March 29, 2018 as mandated by Title 13.
- **2018 End-to-End Census Test:**
  - Census Day for the 2018 End-to-End Census Test was April 1.
  - Update Leave started on April 9.
  - Nonresponse Followup will start on May 9.
  - Group Quarters begins June 11.
- **Regional Census Centers Opening:** Dallas opened this week, New York and Philadelphia will open on April 21, Chicago and Los Angeles will open on April 28, and will open on May 5.
- **Area Census Office Leasing:** We are currently identifying space and establishing leases for the 40 ACOs that open in January 2019, and the 208 ACOs that open the following summer.
- **Early Planning for the Communications Program:** As the research is completed this Spring our contracting team will begin development for the media plans, messaging and creative treatments in the Summer and Fall.
- **Ramp up of the Partnership Program:** Limited partnership staff are already in place, but we'll be expanding this staff this year with the goal of ramping up to 1,000 Partnership Specialists by June of 2019.

# 2018 End-to-End Census Test

## Operational Scope



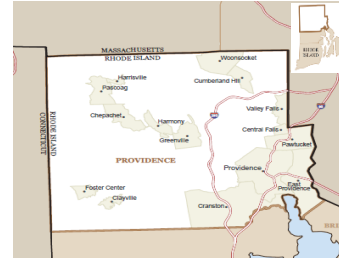
# 2018 End-to-End Census Test

## Overview

### Address Canvassing

- Exercise final listing/mapping capabilities in the field
- Conduct in-field listing quality control

### Providence County, RI



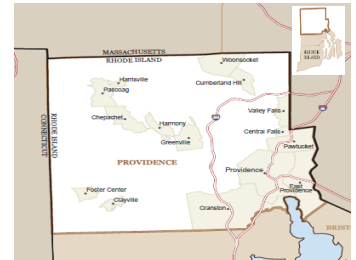
### Pierce County, WA



### Bluefield-Beckley-Oak Hill, WV



### Providence County, RI



### Peak Operations

- Validate that the operations in scope for the 2018 End-to-End Census Test are ready to go into production for the 2020 Census
- Test and validate major operational threads, procedures, systems, and infrastructure (IT and non-IT) together to ensure proper integration and conformance with functional and non-functional requirements
- Produce a prototype of geographic and data products

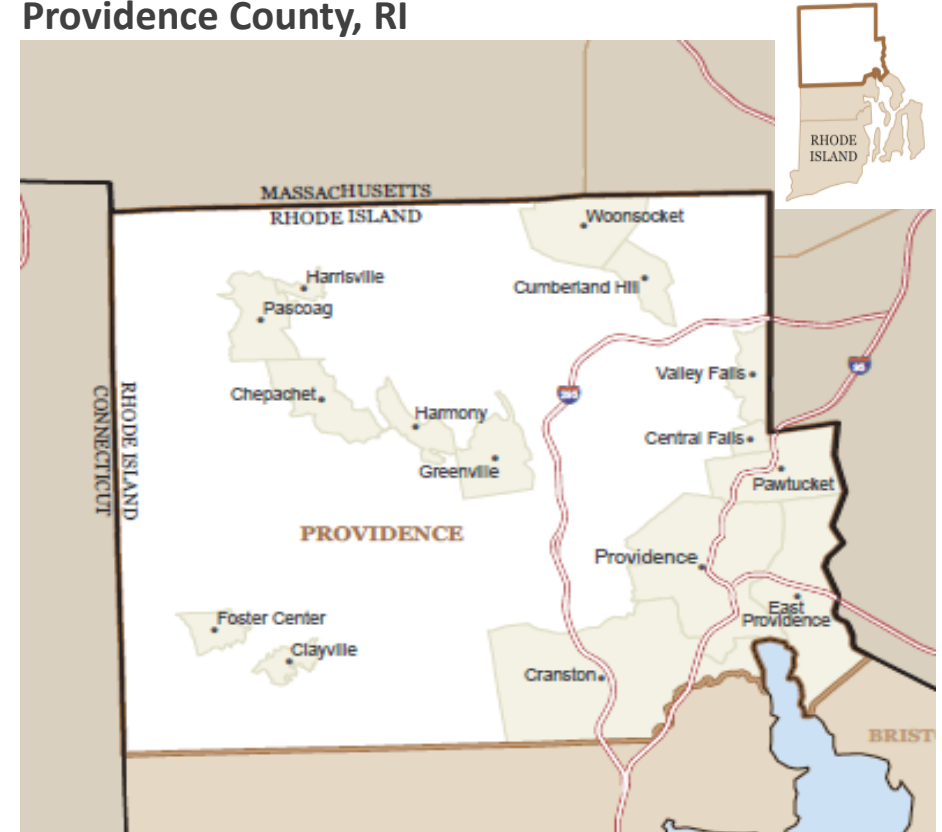
# 2018 End-to-End Census Test

## Peak Operations Overview

### Peak Operations

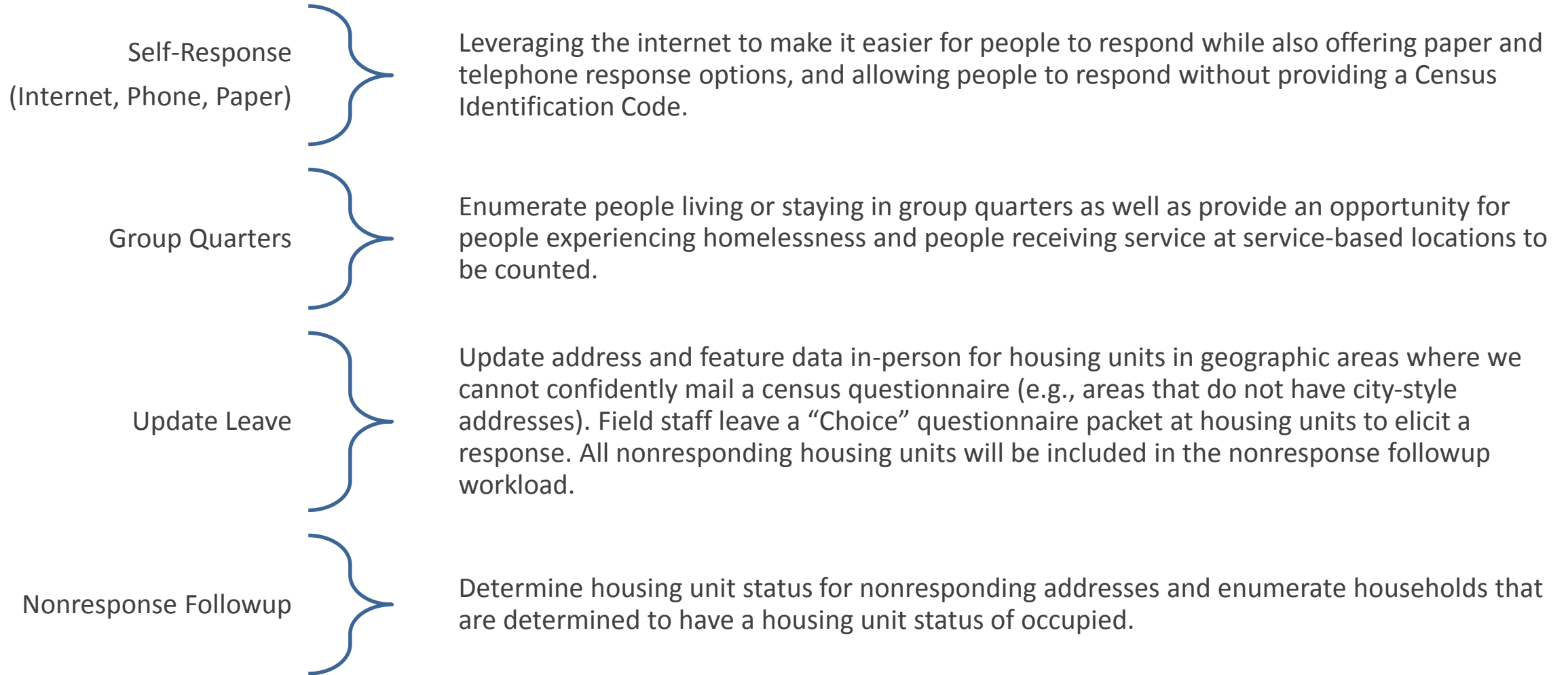
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### Providence County, RI



# 2018 End-to-End Census Test

## Peak Operations



# 2018 End-to-End Census Test

## Self-Response Mail Strategy

### Self-Response

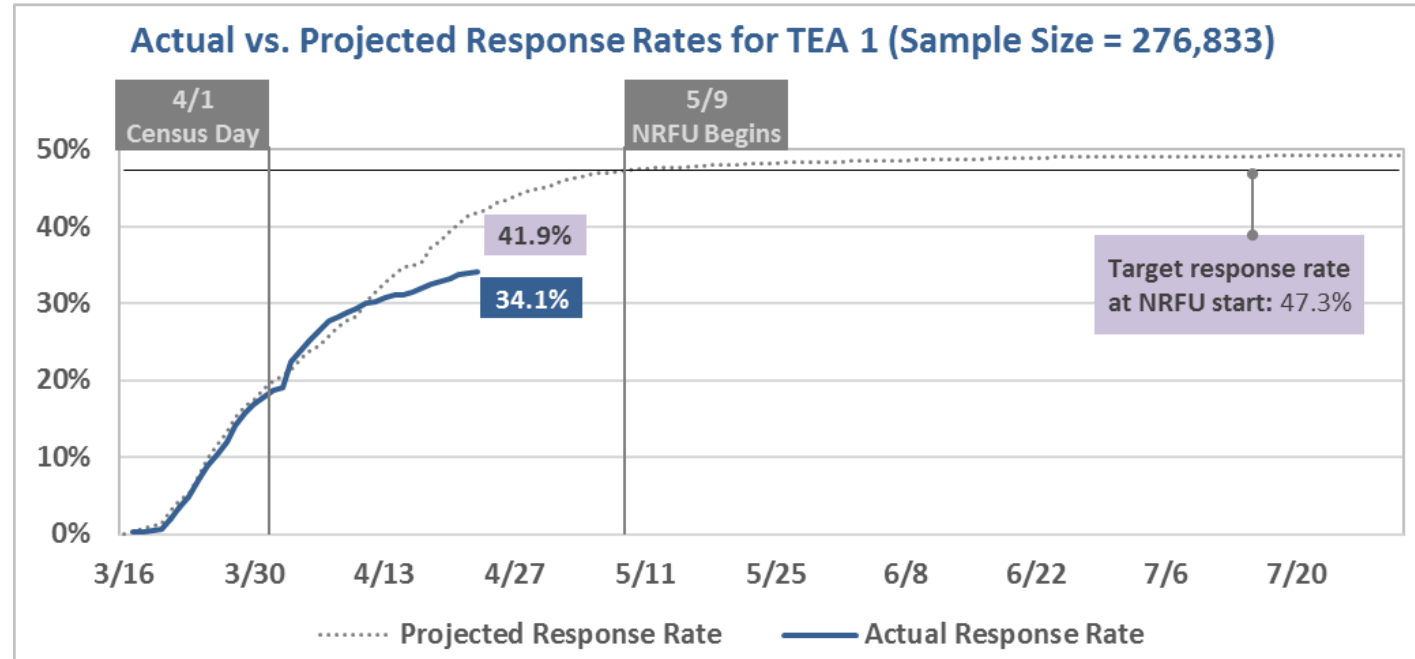
- Self-response contact strategy:
  - Two-panel design – Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- Languages: English and bilingual (English/Spanish)
- ~ 277,000 housing units in sample
  - ~195,000 Internet First
  - ~82,000 Internet Choice
- Languages: English and bilingual (English/Spanish)
  - ~200,000 English
  - ~76,000 Bilingual (English / Spanish)

March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	①	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30					



# 2018 End-to-End Census Test

## Self-Response of Housing Units



Response by Mode				
	TEA 1		TEA 2	
	Response Volume	Percent of TEA 1 Total Responses	Response Volume	Percent of TEA 2 Total Responses
<b>Total Responses</b>	95,367	100.0%	425	100.0%
<b>Internet</b>	73,056	76.6%	113	26.6%
<b>Phone</b>	6,952	7.3%	1	0.2%
<b>Paper</b>	15,359	16.1%	311	73.2%

Source: 9341 – Detailed Self-Response Summary Report - Providence, RI

# 2018 End-to-End Census Test

## Peak Operations: Nonresponse Followup

### Objectives

- Use administrative records to inform and reduce the Nonresponse Followup workload
- Evaluate refined field operations, including a reengineered field staffing structure and a reengineered operational control system that optimizes case assignments and routing
- Measure the efficiency and effectiveness of the field staff structure and workload
- Evaluate the cost of the operation and quality of the response data obtained

### Methodology

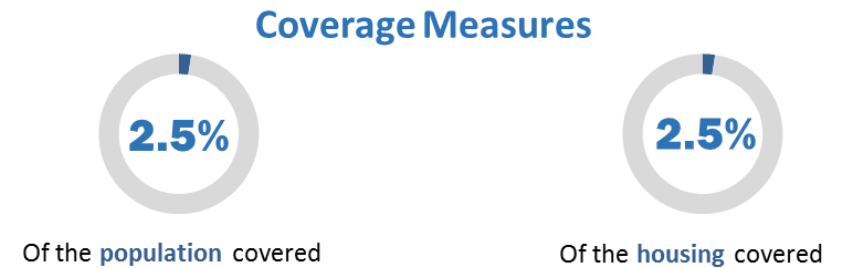
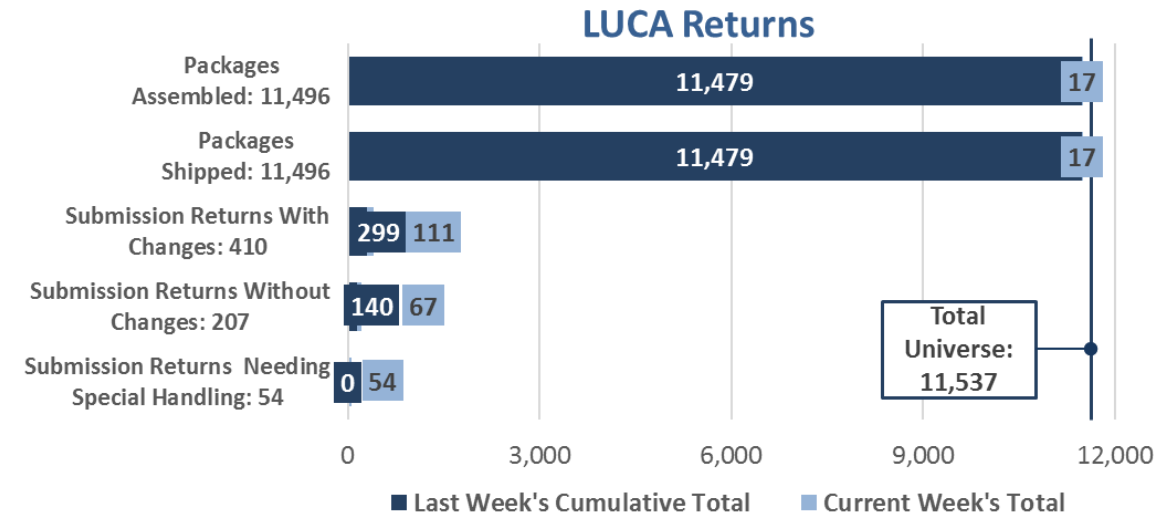
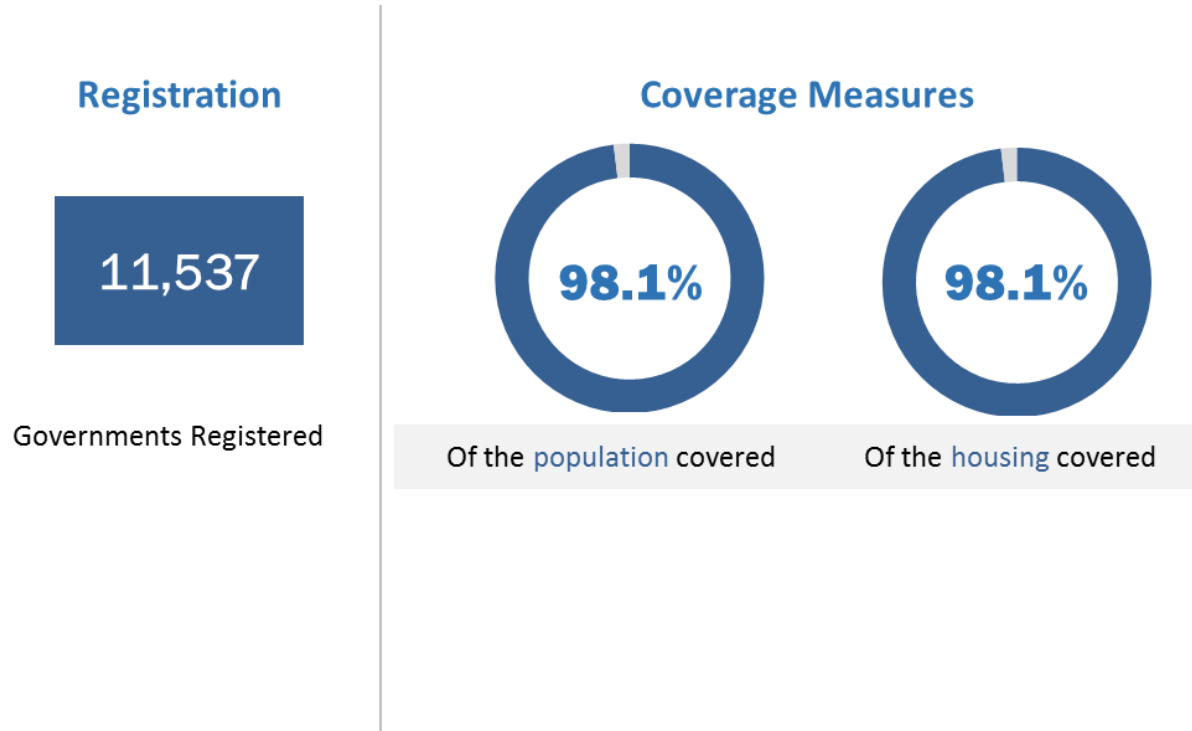
- Use of administrative records and third-party data to determine occupancy status and set contact strategies for nonresponding housing units
- Use of an automated and integrated case assignment, case management, and data collection
  - Replacing paper-based operations to provide a faster, more accurate, and more secure means of data collection

### Approach

- Use Enterprise Censuses and Surveys Enabling (ECaSE) Enumeration Application to support both production and quality control components
- Integrate with ECaSE Field Operational Control System using our Mobile Case Management (MCM) system
- ECaSE Time and Expense
- An automated solution to provide online job applications, hiring assessments, and training

# The 2020 Census

## Local Update of Census Addresses (LUCA) Update



Source: Daily LUCA Emailed Report

# The 2020 Census

## Integrated Partnership and Communications: Main Components

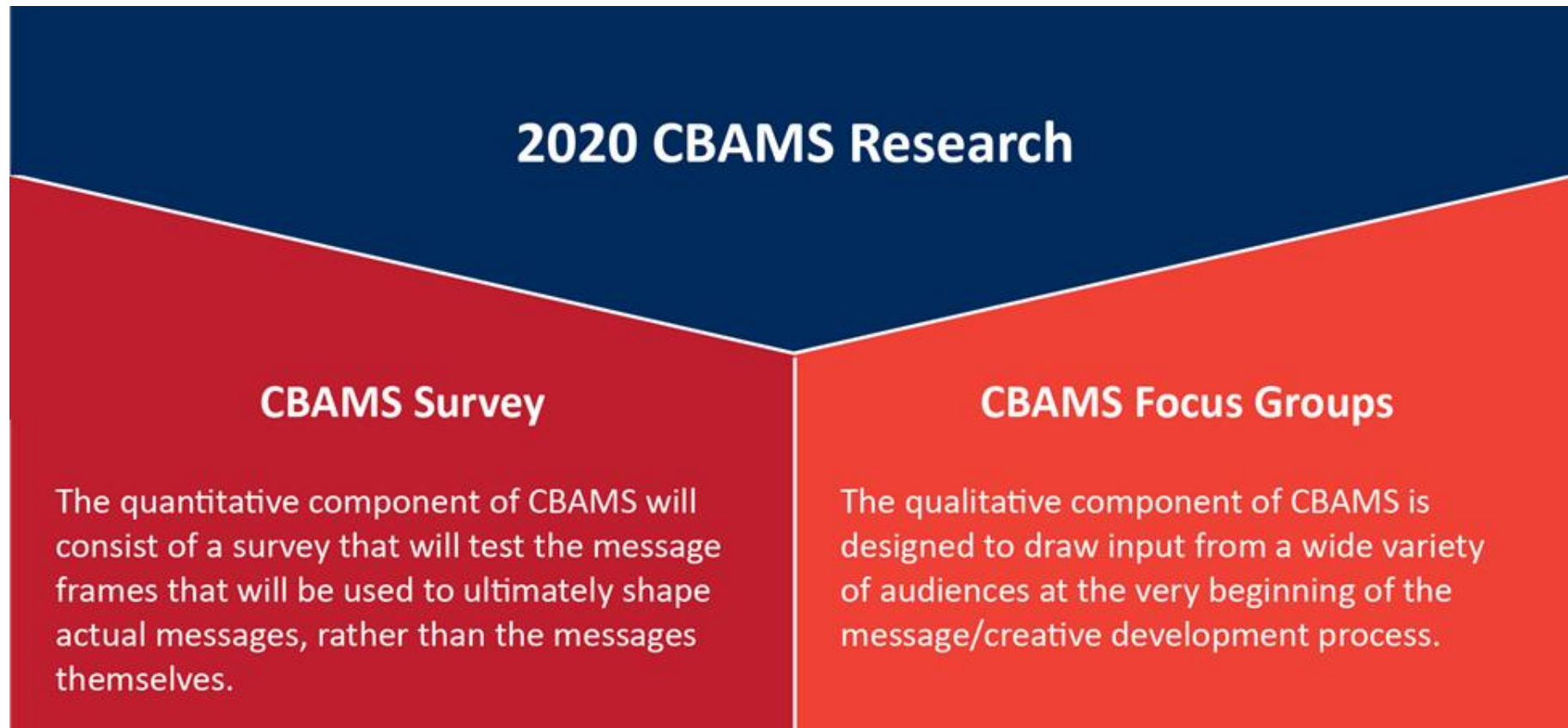
The Integrated Partnership and Communications operation communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico and the island areas to:

- Engage and motivate people to self-respond, preferably via the internet
- Raise and keep awareness high throughout the entire 2020 Census to encourage response



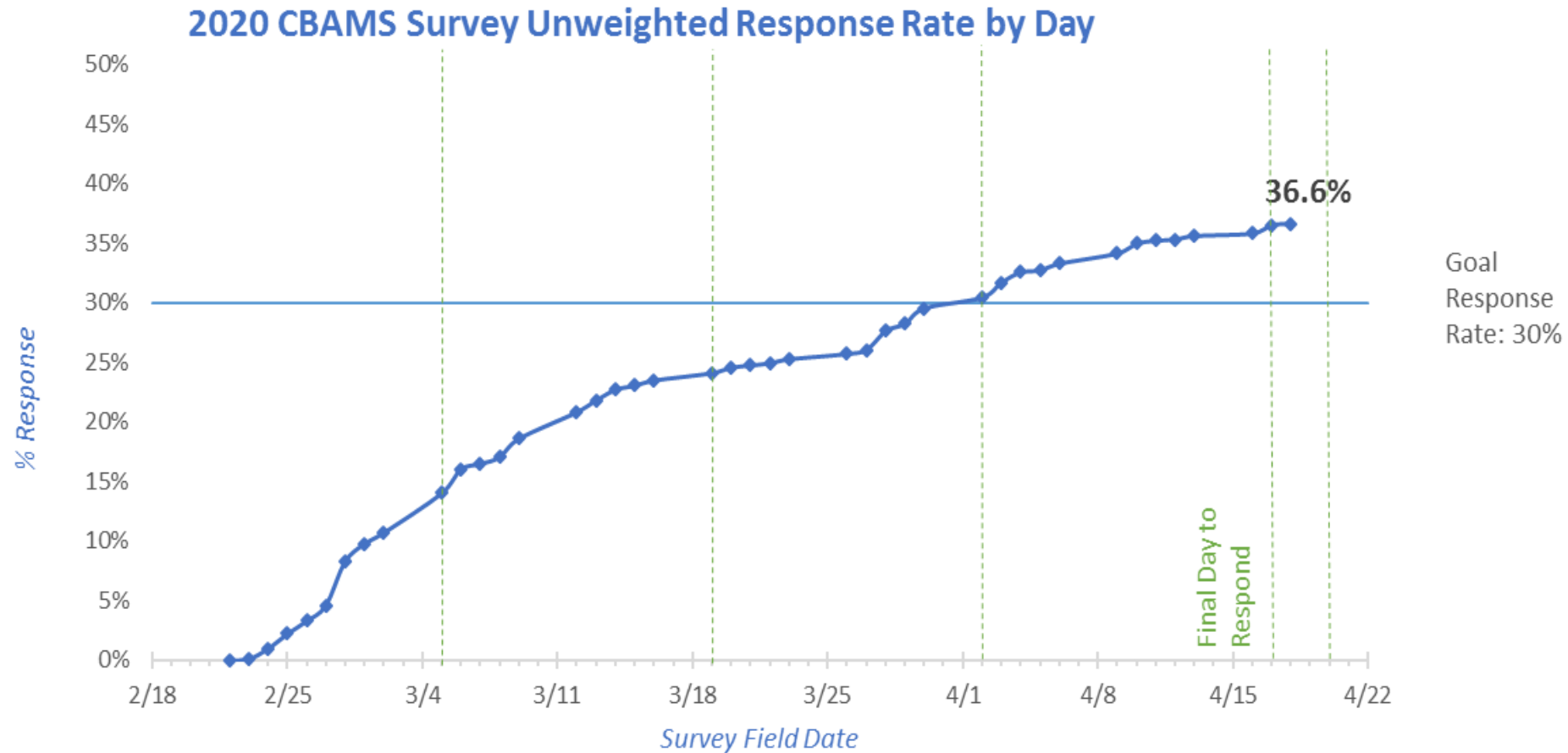
# The 2020 Census

## Integrated Partnership and Communications: 2020 Census Barriers Attitude and Motivators Study (CBAMS)



# The 2020 Census

## Integrated Partnership and Communications: 2020 CBAMS Survey



Source: NPC and ADSD Response Data Files

# The 2020 Census

## Key Milestones

Milestone	Date	
Begin 2020 Census Program	November 18, 2011	✓
Begin Local Update of Census Addresses (LUCA) Program	January 2017	✓
Deliver 2020 Census Topics to Congress	March 28, 2017	✓
Deliver 2020 Census Questions to Congress	By March 31, 2018	✓
Open Regional Census Centers	By April 1, 2018	✓
Begin Opening Area Census Offices	January 7, 2019	
Launch Advertising Campaign	November 1, 2019	
Begin In-Field Address Canvassing	August 19, 2019	
Begin Remote Alaska	January 21, 2020	
Begin Group Quarters – Advance Contact	February 3, 2020	
Begin Self-Response	March 16, 2020	
Begin Update Leave	March 16, 2020	
Begin Update Enumerate	March 16, 2020	
Begin Group Quarters – Service Based Enumeration	March 30, 2020	
2020 Census Day	April 1, 2020	
Begin Group Quarters Enumeration	April 2, 2020	
Begin Coverage Improvement	April 3, 2020	
Begin Early Nonresponse Followup	April 9, 2020	
Begin Nonresponse Followup	May 13, 2020	
Deliver Apportionment Counts to the President	By December 31, 2020	
Complete Delivery of Redistricting Counts to the States	By March 31, 2021	
Complete 2020 Census Program	September 29, 2023	